

WHAT IS CLAIMED IS:

- 1 1. A method for encoding a user interface which comprises an
2 information section and a display section, the method comprising:
3 encoding a non-blank background for the information section; and
4 skip encoding a blank background for the display section.
- Sub B17 2. The method of claim 1, where encoding the information section
2 includes quantizing a transformed image using a quantizer stepsize that is relatively low
3 so as to substantially maximize a bit rate allocated to the information section.
- 1 3. The method of claim 2, where the user interface comprises an
2 interactive program guide, where the information section comprises a program grid
3 section, and where the display section comprises a multimedia section.
- 1 4. The method of claim 3, where the non-blank background comprises
2 a striped background.
- 1 5. The method of claim 1, where the user interface is encoded at a
2 server for display at a client terminal.
- 1 6. The method of claim 5, where the server is located at a headend of
2 a cable TV distribution system.
- 1 7. A method for encoding a user interface which comprises an
2 information section and a display section, the method comprising:
3 forward transforming a source image of the information section to generate
4 a transformed image;
5 quantizing the transformed image to generate a quantized image; and
6 encoding the quantized image to generate an encoded image of the
7 information section,
8 where said quantizing involves using a quantization matrix adjusted to
9 better optimize display of text in the information grid.
- 1 8. A method for encoding a user interface which comprises an
2 information section and a display section, the method comprising:

3 dividing the information section into macroblocks;
4 forward transforming each macroblock to generate a transformed image;
5 quantizing the transformed image to generate a quantized image; and
6 encoding the quantized image to generate an encoded image of each
7 macroblock,
8 where the information section includes background stripes, and
9 where the macroblocks do not cross any border between two adjacent
10 background stripes.

1 9. A method for encoding a user interface which comprises an
2 information section and a display section, the method comprising:
3 forward transforming a source image of the information section to generate
4 a transformed image;
5 low-pass filtering the transformed image to generate a filtered image;
6 quantizing the filtered image to generate a quantized image; and
7 encoding the quantized image to generate an encoded image of the
8 information section,
9 where the information section includes background stripes, and
10 where the low-pass filtering reduces visual defects from encoding of the
11 background stripes.